

Claims

What is claimed is:

1. A method comprising:

receiving a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content;

determining whether the hot key signal is relevant to a user viewing original content from the interactive television service provider;

responsive to determining the hot key signal is relevant to the user, displaying on a screen an indication that the hot key signal has been received; and

responsive to receiving an indication that the hot key is accepted, determining a location on a screen for the alternate content and displaying the original content and the alternate content in a Picture-In-Picture mode.
2. The method of claim 1, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating the location of the alternate content.

3. The method of claim 1, wherein determining whether the hot key signal is relevant to the user comprises determining whether a destination address for the hot key signal is an address of the user.
4. The method of claim 3, wherein determining whether the hot key signal is relevant to the user further comprises determining whether the alternate content is related to content currently being viewed by the user.
5. The method of claim 1, wherein determining a location on the screen for the alternate content comprises determining whether the alternate content will be presented in a main portion of the screen or in a PIP frame.
6. The method of claim 5, wherein determining a location on the screen for the alternate content is based on a default location.
7. The method of claim 5, wherein determining a location on the screen for the alternate content is based on a pre-selected location set by the user.
8. The method of claim 5, wherein determining a location on the screen for the alternate content is based on a selection by the user at the time the hot key is accepted.
9. A method comprising:

receiving a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content and containing information providing details regarding the alternate content;

determining whether the hot key signal is relevant to a user viewing original content from the interactive television service provider; and

responsive to determining the hot key signal is relevant to the user, displaying on a screen an indication that the hot key signal has been received.

10. The method of claim 9, further comprising displaying to the user the information providing details regarding the alternate content.
11. The method of claim 9, further comprising responsive to the user requesting additional information, displaying to the user the information providing details regarding the alternate content.
12. The method of claim 9, further comprising responsive to receiving an indication that the hot key is accepted, displaying the alternate content to the user.
13. The method of claim 9, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating the location of the alternate content.

14. A method comprising:
receiving a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content and containing data representing a hot key form;
determining whether the hot key signal is relevant to a user viewing original content from the interactive television service provider; and
responsive to determining the hot key signal is relevant to the user, displaying on a screen an indication that the hot key signal has been received, the indication corresponding to the data representing the hot key form.
15. The method of claim 14, wherein the data representing the hot key form indicates one of a plurality of possible hot key forms.
16. The method of claim 14, wherein the data representing the hot key form comprises a graphic.
17. The method of claim 16, wherein the graphic is displayed on the screen as the indication that the hot key signal has been received.
18. The method of claim 17, wherein the graphic is pre-selected by the user.
19. The method of claim 17, wherein the graphic is included in the hot key signal.

20. A method comprising:
- receiving a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content;
- determining whether the hot key signal is relevant to a user viewing original content from the interactive television service provider;
- responsive to determining the hot key signal is relevant to the user, displaying on a screen an indication that the hot key signal has been received; and
- responsive to receiving an indication that the hot key is accepted, displaying on the screen a menu of options for handling the alternate content.
21. The method of claim 20, wherein the menu of options includes an option to view the alternate content.
22. The method of claim 20, wherein the menu of options includes an option to view the alternate content in a Picture-In-Picture (PIP) mode.
23. The method of claim 20, wherein the menu of options includes an option to record the alternate content.
24. The method of claim 20, wherein the menu of options includes an option to request an email containing the alternate content.

25. A method comprising:
- receiving a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content;
- determining whether the hot key signal is relevant to a user viewing original content from the interactive television service provider;
- responsive to determining the hot key signal is relevant to the user, displaying on a screen an indication that the hot key signal has been received;
- responsive to receiving an indication that the hot key is accepted, presenting the alternate content to the user; and
- responsive to the user finishing the alternate content, displaying on the screen a menu of options for returning from the alternate content.
26. The method of claim 25, wherein the menu of options includes an option to view content related to the alternate content.
27. The method of claim 25, wherein the menu of options includes an option to view content previously cached on a terminal device.
28. The method of claim 25, wherein the menu of options includes an option to view Video-On-Demand (VOD) content related to the alternate content.

29. The method of claim 25, wherein the menu of options includes an option to view web sites related to the alternate content.
30. The method of claim 25, wherein the menu of options includes an option to shop for items related to the alternate content.
31. The method of claim 25, wherein the menu of options includes an option to return to a previous channel.
32. A system comprising:
a tuner, receiver, and demodulator portion and a demultiplexor portion to receive
a hot key signal indicating availability and a location of alternate content;
and
a processor to determine whether the hot key signal is relevant to a user viewing
original content from the interactive television service provider,
responsive to determining the hot key signal is relevant to the user, display
on a screen an indication that the hot key signal has been received, and
responsive to receiving an indication that the hot key is accepted,
determine a location on a screen for the alternate content and displaying
the original content and the alternate content in a Picture-In-Picture mode.
33. The system of claim 32, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the IP data packet having a header portion and a body portion,

the body portion having a data field indicating the location of the alternate content.

34. The system of claim 32, wherein the processor determines whether the hot key signal is relevant to the user based on whether a destination address for the hot key signal is an address of the user.
35. The system of claim 34, wherein the processor determines whether the hot key signal is relevant to the user based on whether the alternate content is related to content currently being viewed by the user.
36. The system of claim 32, wherein the processor determines a location on the screen for the alternate content based on whether the alternate content will be presented in a main portion of the screen or in a PIP frame.
37. The system of claim 36, wherein the processor determines a location on the screen for the alternate content based on a default location.
38. The system of claim 36, wherein the processor determines a location on the screen for the alternate content based on a pre-selected location set by the user.

39. The system of claim 36, wherein the processor determines a location on the screen for the alternate content based on a selection by the user at the time the hot key is accepted.
40. A system comprising:
a tuner, receiver, and demodulator portion and a demultiplexor portion to receive a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content and containing information providing details regarding the alternate content;
a processor to determine whether the hot key signal is relevant to a user viewing original content from the interactive television service provider, and responsive to determining the hot key signal is relevant to the user, display on a screen an indication that the hot key signal has been received.
41. The system of claim 40, wherein the processor displays to the user the information providing details regarding the alternate content.
42. The system of claim 40, wherein the processor, responsive to the user requesting additional information, displays to the user the information providing details regarding the alternate content.

43. The system of claim 40, wherein the processor, responsive to receiving an indication that the hot key is accepted, displays the alternate content to the user.
44. The system of claim 40, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating the location of the alternate content.
45. A system comprising:
a tuner, receiver, and demodulator portion and a demultiplexor portion to receive a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content and containing data representing a hot key form; and
a processor to determine whether the hot key signal is relevant to a user viewing original content from the interactive television service provider, and responsive to determining the hot key signal is relevant to the user, displaying on a screen an indication that the hot key signal has been received, the indication corresponding to the data representing the hot key form.
46. The system of claim 45, wherein the data representing the hot key form indicates one of a plurality of possible hot key forms.

47. The system of claim 45, wherein the data representing the hot key form comprises a graphic.
48. The system of claim 47, wherein the graphic is displayed on the screen as the indication that the hot key signal has been received.
49. The system of claim 48, wherein the graphic is pre-selected by the user.
50. The system of claim 48, wherein the graphic is included in the hot key signal.
51. A system comprising:
a tuner, receiver, and demodulator portion and a demultiplexor portion to receive
a hot key signal from an interactive television service provider's network,
the hot key signal indicating availability and a location of alternate
content; and
a processor to determine whether the hot key signal is relevant to a user viewing
original content from the interactive television service provider,
responsive to determining the hot key signal is relevant to the user,
displaying on a screen an indication that the hot key signal has been
received, and responsive to receiving an indication that the hot key is
accepted, displaying on the screen a menu of options for handling the
alternate content.

52. The system of claim 51, wherein the menu of options includes an option to view the alternate content.
53. The system of claim 51, wherein the menu of options includes an option to view the alternate content in a Picture-In-Picture (PIP) mode.
54. The system of claim 51, wherein the menu of options includes an option to record the alternate content.
55. The system of claim 51, wherein the menu of options includes an option to request an email containing the alternate content.
56. A system comprising:
a tuner, receiver, and demodulator portion and a demultiplexor portion to receive a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content; and
a processor to determine whether the hot key signal is relevant to a user viewing original content from the interactive television service provider, responsive to determining the hot key signal is relevant to the user, displaying on a screen an indication that the hot key signal has been received, responsive to receiving an indication that the hot key is accepted,

presenting the alternate content to the user, and responsive to the user
finishing the alternate content, displaying on the screen a menu of options
for returning from the alternate content.

57. The system of claim 56, wherein the menu of options includes an option to view content related to the alternate content.
58. The system of claim 56, wherein the menu of options includes an option to view content previously cached on a terminal device.
59. The system of claim 56, wherein the menu of options includes an option to view Video-On-Demand (VOD) content related to the alternate content.
60. The system of claim 56, wherein the menu of options includes an option to view web sites related to the alternate content.
61. The system of claim 56, wherein the menu of options includes an option to shop for items related to the alternate content.
62. The system of claim 56, wherein the menu of options includes an option to return to a previous channel.

63. A machine-readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:
- receive a hot key signal from an interactive television service provider's network,
- the hot key signal indicating availability and a location of alternate content;
- determine whether the hot key signal is relevant to a user viewing original content from the interactive television service provider;
- responsive to determining the hot key signal is relevant to the user, display on a screen an indication that the hot key signal has been received; and
- responsive to receiving an indication that the hot key is accepted, determine a location on a screen for the alternate content and displaying the original content and the alternate content in a Picture-In-Picture mode.
64. The machine-readable medium of claim 63, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating the location of the alternate content.
65. The machine-readable medium of claim 63, wherein determining whether the hot key signal is relevant to the user comprises determining whether a destination address for the hot key signal is an address of the user.

66. The machine-readable medium of claim 65, wherein determining whether the hot key signal is relevant to the user further comprises determining whether the alternate content is related to content currently being viewed by the user.
67. The machine-readable medium of claim 63, wherein determining a location on the screen for the alternate content comprises determining whether the alternate content will be presented in a main portion of the screen or in a PIP frame.
68. The machine-readable medium of claim 67, wherein determining a location on the screen for the alternate content is based on a default location.
69. The machine-readable medium of claim 67, wherein determining a location on the screen for the alternate content is based on a pre-selected location set by the user.
70. The machine-readable medium of claim 67, wherein determining a location on the screen for the alternate content is based on a selection by the user at the time the hot key is accepted.
71. A machine-readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:
receive a hot key signal from an interactive television service provider's network,
the hot key signal indicating availability and a location of alternate content

and containing information providing details regarding the alternate content;

determine whether the hot key signal is relevant to a user viewing original content from the interactive television service provider; and responsive to determining the hot key signal is relevant to the user, display on a screen an indication that the hot key signal has been received.

72. The machine-readable medium of claim 71, further comprising displaying to the user the information providing details regarding the alternate content.
73. The machine-readable medium of claim 71, further comprising responsive to the user requesting additional information, displaying to the user the information providing details regarding the alternate content.
74. The machine-readable medium of claim 71, further comprising responsive to receiving an indication that the hot key is accepted, displaying the alternate content to the user.
75. The machine-readable medium of claim 71, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating the location of the alternate content.

76. A machine-readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:
- receive a hot key signal from an interactive television service provider's network,
- the hot key signal indicating availability and a location of alternate content
- and containing data representing a hot key form;
- determine whether the hot key signal is relevant to a user viewing original content
- from the interactive television service provider; and
- responsive to determining the hot key signal is relevant to the user, display on a
- screen an indication that the hot key signal has been received, and the
- indication corresponding to the data representing the hot key form.
77. The machine-readable medium of claim 76, wherein the data representing the hot key form indicates one of a plurality of possible hot key forms.
78. The machine-readable medium of claim 76, wherein the data representing the hot key form comprises a graphic.
79. The machine-readable medium of claim 78, wherein the graphic is displayed on the screen as the indication that the hot key signal has been received.
80. The machine-readable medium of claim 79, wherein the graphic is pre-selected by the user.

81. The machine-readable medium of claim 79, wherein the graphic is included in the hot key signal.
82. A machine-readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:
- receive a hot key signal from an interactive television service provider's network,
- the hot key signal indicating availability and a location of alternate content;
- determine whether the hot key signal is relevant to a user viewing original content from the interactive television service provider;
- responsive to determining the hot key signal is relevant to the user, display on a screen an indication that the hot key signal has been received; and
- responsive to receiving an indication that the hot key is accepted, display on the screen a menu of options for handling the alternate content.
83. The machine-readable medium of claim 82, wherein the menu of options includes an option to view the alternate content.
84. The machine-readable medium of claim 82, wherein the menu of options includes an option to view the alternate content in a Picture-In-Picture (PIP) mode.
85. The machine-readable medium of claim 82, wherein the menu of options includes an option to record the alternate content.

86. The machine-readable medium of claim 82, wherein the menu of options includes an option to request an email containing the alternate content.
87. A machine-readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:
- receive a hot key signal from an interactive television service provider's network,
 - the hot key signal indicating availability and a location of alternate content;
 - determine whether the hot key signal is relevant to a user viewing original content from the interactive television service provider;
 - responsive to determining the hot key signal is relevant to the user, display on a screen an indication that the hot key signal has been received;
 - responsive to receiving an indication that the hot key is accepted, present the alternate content to the user; and
 - responsive to the user finishing the alternate content, display on the screen a menu of options for returning from the alternate content.
88. The machine-readable medium of claim 87, wherein the menu of options includes an option to view content related to the alternate content.
89. The machine-readable medium of claim 87, wherein the menu of options includes an option to view content previously cached on a terminal device.

90. The machine-readable medium of claim 87, wherein the menu of options includes an option to view Video-On-Demand (VOD) content related to the alternate content.
91. The machine-readable medium of claim 87, wherein the menu of options includes an option to view web sites related to the alternate content.
92. The machine-readable medium of claim 87, wherein the menu of options includes an option to shop for items related to the alternate content.
93. The machine-readable medium of claim 87, wherein the menu of options includes an option to return to a previous channel.